



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

travelers mention
that air travel
connects the world
but it can be
unpredictable and
involves complex
logistics

passengers consider
flight prices,
schedules,
layovers, and the
overall convenience of
air travel

travelers might
feel excitement
about their
destination or
anxiety about
flying

passengers
might ask
airport staff
for directions
or assistance

capture the
thoughts and
internal
dialogue of
the traveler.

what thoughts go
through the
travelers mind
before, during,
and after their
journey



Persona's name

Short summary of
the persona

checks
boarding
passes and
IDs.

coordinates
with security
personnel.

responsible
for
maintaining
airport
functionality.

assists
passengers
with directions
and
informations.

helpful when
assisting
passengers

proud when
the airport
operates
efficiently.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?